

## Posh Pups & The Cat's Meow

### CLIENT BACKGROUND

Posh Pups & The Cat's Meow (PPACM) decided the most effective way to reach new customers while simultaneously strengthening existing customer relationships was to expand their presence on the Internet.

PPACM wanted to be able to offer current inventory stock as well as post information relating to back orders and service tickets from their current customer database. In addition, PPACM wanted to increase their visibility by sending out newsletters featuring new products as well as opening their business to on-line marketplaces such as eBay.com.

Most of the PPACM staff has little to no advanced computer knowledge, so the goal for this project was to make each feature as user-friendly as possible.

### KEY SERVICES PROVIDED

- Updated custom Flash website
- Increased exposure through on-line sales, and offering customers a chance to browse the store before they visit
- Developed inventory management system requiring only basic web navigation skills to operate
- Backend infrastructure to drive inventory sales on multiple platforms, namely eBay, Amazon, and Overstock
- Promotion of upcoming sales in advance with automatic announcements
- Encrypted database for automated updates of inventory
- Custom online shopping cart and ordering system



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### SEAMLESS DEVELOPMENT SOLUTION

We implemented an all-in-one system which increased efficiency across the board with an interface that could be easily used and understood even by new employees.

PPACM's new custom website included the company's current branding, and included dynamic content from the backend infrastructure to drive the content of the on-line marketplace and client section of the website. Payments were integrated through Paypal and eBay, with secure web-based administration to track and process orders.

We also created a newsletter system that utilizes easy-to-use forms for clients to subscribe, unsubscribe, and update their contact information.

In addition, the web-based Admin section controls the sending of the newsletter, dealing with bounced email addresses and setting up on-line archives of past newsletters.



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### About Us

Seamless Development is a professional 100% US corporation located in the Philadelphia metropolitan area. Seamless was founded on the premise that state-of-the-art technological tools should be made available to everyone at an affordable cost. We pride ourselves on innovation, quick project turnaround, and unrivaled customer service, all at competitive prices. Our engineers are handpicked experts in their respective fields, and hold résumé entries that include the US Army, Google, eBay, and IBM. Seamless is a technology company providing end-to-end services including web development and support services, e-commerce, custom applications, network deployment and administration.